

AMHA EC Meeting
March 19, 2015 7pm Central Time

Directors Present: Sid Hutchcraft, Al Bulgawicz, Frank Lupton, Harry Elder Julie Good

Also Present: Randy Peacock

President Sid Hutchcraft called this meeting to go over items that will be discussed at the Board of Directors meeting scheduled for Tuesday March 24, 2015.

The EC discussed:

1. the possibility of having a person to help AMHA generate more income through fundraising and also new ideas to create income.
2. the thought of again implementing a coupon program to encourage bringing horses from revoked or Temporary to Permanent status without the increased "late fee". This was tried before and it did not change the amt of horses being brought permanent and actually caused a loss of income. We have been asked to bring this to the board. The EC's thoughts are that it should be presented to the BOD with the past facts.
3. Discussed that when an AMHA horse is sold, the seller should be responsible to transfer the registration papers into the buyer's name. AMHA is losing revenue because of the lack of transfers. This subject will be brought to the BOD so they can think of ways to get these transfers processed. It is best for the horse to be sold WITH valid registration papers
4. Frank mentioned that we may want to look at finding advertisers who are not horse related in MHW, advertisers that may have products that are of interest to our members. Manufactures of things that relate to small farms.
5. Several volunteers have offered to help with revenue generating ideas. The EC needs to decide the "job description" and rate of commission. Willing people will be asked to provide a proposal to the EC of their ideas and rates.
Randy and Sid will draft a letter to Lisa Hawkins and Lonnie Perdue requesting their proposals.
6. We are waiting for the Promotion Committee to provide ideas.
7. Randy talked about the added \$2.00 fee per work order form and some issues the office is having with items being submitted without the fee or without a work order form. Randy and the office staff will look at all

charges on the work order form and bring recommendations as to which items should be subject to the \$2.00 charge. This will be brought to the BOD for determination of items to incur this fee.

8. Things to address with the BOD at the March 24 meeting.
 - Committee list
 - "A" Awards Proposal
 - Information on work order \$2.00 office fee
 - Coupon Program for bringing horses to Permanent status.
9. Discussed issues with some committees having members that are in multiple committees (especially Finance and Show Rules) and that it may interfere a committee working efficiently due to lack of members present.
10. Items pertaining to hardship are not the responsibility of the Show Rules Committee. Hardshipping is a matter to be dealt with by Bylaws and Rules and Regs. Committees. Randy stated that this has been handled in the correct manner.

Meeting adjourned 7:50pm Central time